

LEO BURNETT COMPANY, Inc.

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**Looks a bit redundant,  
doesn't it?**



**It works like a  
cigarette holder  
works.**



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 16 mg "tar," 1.1 mg nicotine—100's; 16 mg "tar," 1.4 mg nicotine av. per cigarette, FTC Report Apr. 72



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